



METROPOLITAN
TRANSPORTATION
COMMISSION

Joseph P. Bort MetroCenter
101 Eighth Street
Oakland, CA 94607-4700
Tel: 510.464.7700
TDD/TTY: 510.464.7769
Fax: 510.464.7848

Memorandum

TO: Operations Committee

DATE: April 1, 2011

FR: Executive Directors

W. I. 1222

RE: Funding Agreement Amendments – Regional Ridesharing & Bicycling Program (RRBP)
Delegation of Services FY 2011-12

- i. Contra Costa Transportation Authority (\$70,000)
- ii. City and County of San Francisco (\$70,000)
- iii. Cities and County Association of Governments of San Mateo County (\$70,000)
- iv. Solano Transportation Authority (\$240,000)

Background

MTC manages the 511 Regional Ridesharing and Bicycling Program (RRBP) with the goal of reducing auto emissions and mitigating traffic congestion by initiating and sustaining carpools and vanpools. The current six-year contract expires on June 30, 2011, and in the previous agenda item, staff proposed a contractor for FY 2011-12 through FY 2015-16.

The 2003 Rideshare Strategic Plan recommended delegating responsibilities and funding for employer outreach from the regional program to counties that are in a position to deliver these services directly. Prior to the 2003 delegation, both the Rideshare contractor and the local transportation demand management (TDM) organizations met with employers to encourage worksite transportation programs. Delegating employer services to the county programs that already offered such services was intended to eliminate duplication of efforts, maximize the regional contractor's efficiency and budget, and streamline employer customer service. MTC staff developed the delegation strategy with input from the RRP Technical Advisory Committee, the Partnership Board and Congestion Management Agency (CMA) Directors.

Counties that have accepted delegation to provide employer outreach services in their respective counties are the Contra Costa Transportation Authority (although the implementing agency is 511 Contra Costa), the City/County of San Francisco (implementing agency is the Department of the Environment), the Cities and County Association of Governments of San Mateo County (implementing agency is Peninsula Traffic Congestion Relief Alliance), and Solano Transportation Authority (implementing agency is Solano Napa Commuter Information).

MTC proposes to extend the current arrangement with the county agencies for one additional year (through FY 2011-12). MTC will use the upcoming year to reassess the scope of work for the delegated counties based on the new scope of work for the RRBP. MTC staff will coordinate

with the counties during this review to assess and recommend any long term changes to their responsibilities.

The following describes the existing scopes of work we have delegated to the counties. Note that Solano and Napa counties provide additional services and receive additional funding.¹

Scope of Work - Contra Costa, San Francisco and San Mateo Counties

The implementing agencies in each county will promote TDM and worksite transportation programs. In doing so, they will act on behalf of and support the mission and goals of the RRBP when fulfilling the employer outreach function, which includes:

- Identify, encourage and assist employers to implement and/or enhance programs at their worksites, including use of the 511 RideMatch system, 511 BikeMapper, 511 Transit Trip Planner and other regional 511 tools and services.
- Communicate regularly with employers about RRBP services.
- Implement events, campaigns, etc. involving work with employers. Tailor regional events, campaigns, promotional materials, etc. provided by the RRBP as necessary.
- Monitor and report program performance.

Scope of Work - Solano and Napa Counties

Solano Napa Commuter Information (SNCI) will conduct employer outreach as described above, as well as provide vanpool services, carpool ridematching services and telephone services on behalf of the RRBP in Solano and Napa counties. SNCI's additional tasks include, but are not limited to:

- Provide vanpool services (including, but not limited to, forming new vanpools, providing support for current vanpools, maintaining records, providing start-up incentives and medical reimbursements, and coordinating DMV requirements),
- Operate the 511 RideMatch system,
- Promote the 511 phone number, tools and services, and
- Provide 511 telephone services and general 511 ridesharing/bicycling marketing.

Recommendation

Staff recommends that the Committee authorize the Executive Director or his designee to negotiate and enter into amendments to existing funding agreements with the Contra Costa Transportation Authority (CCTA), the City/County of San Francisco (CCSF), the Cities and County Association of Governments of San Mateo County (C/CAG), and Solano Transportation Authority (STA) as specified above.

Steve Heminger

J:\COMMITTEE\Operations\2011 Operations Comm Packet\April 2011\511 Employer Outreach County Delegation_Van Wagner.doc

¹ Solano Napa Commuter Information (SNCI) has historically provided these services in Solano and Napa Counties dating back to when Caltrans managed rideshare programs throughout the state. Prior to 1995, Solano County was located in a separate Caltrans district and had a distinct program from the rest of the Bay Area. SNCI continues to be uniquely situated since it serves two different commute sheds (San Francisco Bay Area and Sacramento) and is partially located in a separate CMAQ attainment zone.

REQUEST FOR COMMITTEE APPROVAL
Summary of Proposed Funding Agreement Amendments

Work Item No.: 1222

Recipients: Contra Costa Transportation Authority (CCTA)
City/County of San Francisco (C/CSF)
City /County Association of Governments of San Mateo County (C/CAG)
Solano Transportation Authority (STA)

Project Title: Regional Ridesharing Program (RRBP) Delegation of Services

Purpose of Project: To provide funding to counties to provide services on behalf of the RRBP within their counties.

Brief Scope of Work: 511 Contra Costa, The Alliance, and San Francisco Department of the Environment will provide employer outreach services on behalf of the RRBP in their respective counties, as described in the Executive Director's memorandum dated April 1, 2011. SNCI will provide employer outreach, vanpool services, carpool ridematching services and telephone services on behalf of the RRBP in their respective counties, as described in the Executive Director's memorandum.

Project Cost Not to Exceed:

CCTA:	\$70,000
C/CAG:	\$70,000
C/CSF:	\$70,000
STA:	\$240,000

Funding Source: CMAQ

Fiscal Impact: Proposed for FY 2011-12 agency budget.

Motion by Committee: That the Executive Director or his designee is authorized to negotiate and enter into amendments to existing funding agreements with the four specified agencies for the purposes described herein. The Chief Financial Officer is authorized to set aside CMAQ funds as specified herein, subject to the availability of funds and FY 2011-12 budget approval process.

Operations Committee:

Jake Mackenzie, Chair

Approved: Date: April 8, 2011